



Town of Garner **NEWS RELEASE**

FOR IMMEDIATE RELEASE

March 26, 2013

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Garner Wins Statewide Communications Awards

The Town of Garner has won three awards in the North Carolina City and County Communicators 2013 Excellence in Communications competition, which is open to local governments throughout the state.

The Town won second-place honors in three categories – electronic external newsletter, direct mail or print advertising and special one-time television program.

The award-winning products were the Garner Update newsletter, which is e-mailed monthly to over 5,500 citizens; a special show produced for GTV11 (and also available online) about the Garner Police Department and a two-page advertorial spread in the Visit Raleigh 2012-13 visitors guide.

Public Information Officer Rick Mercier is responsible for all aspects of the newsletter. Citizens can sign up for the free publication at garnernc.gov by clicking on the “E-news Sign-up” button on the lefthand side of the homepage.

Mercier wrote the content for the advertorial and selected the photographs used for the spread. He also shot one of the photographs in the ad. Rob Smith, recreation superintendent with the Town of Garner’s Parks, Recreation and Cultural Resources Department, took two of the photos that appear in the ad.

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The television special – “Around Town: Special Edition – Garner Police” – started airing on GTV11 (Time Warner channel 11, AT&T U-verse channel 99) last July and continues to be broadcast occasionally. It is also available on demand at garnernc.gov and on the Town’s [YouTube channel](#).

The television show was filmed, directed and edited by Adam Carroll, a videographer and editor with PEG Media Partnership. The Town of Garner works with PEG Media Partnership to produce programming for GTV11.

Mercier produced the special TV program. Garner Police Sgt. Lorie Smith and Mercier worked with Carroll to help determine the content of the show.

The Town of Garner won a first-place NC3C Excellence in Communications award in 2012 for its May 2011 “American Idol” homecoming event for Scotty McCreery. The event won for being the most creative with the least dollars spent.

For more information about the Town’s communications products and its citizen education and outreach efforts, contact Rick Mercier at (919) 773-4418 or at rmercier@garnernc.gov.

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